

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	May 2007	May 2008	% Change	May 2007	May 2008	% Change	May 2007	May 2008	% Change	May 2007	May 2008	% Change	May 2007	May 2008	% Change
Apache	71.8%	69.3%	-3.5%	\$74.91	\$81.60	8.9%	\$53.79	\$56.56	5.2%	22,082	21,316	-3.5%	30,752	30,752	0.0%
Cochise	72.6%	70.0%	-3.7%	\$63.73	\$67.60	6.1%	\$46.29	\$47.29	2.2%	59,899	62,024	3.5%	82,460	88,660	7.5%
Coconino	75.3%	76.6%	1.8%	\$86.13	\$90.84	5.5%	\$64.86	\$69.62	7.3%	246,371	254,217	3.2%	327,174	331,700	1.4%
Gila	77.0%	65.4%	-15.2%	\$72.18	\$74.85	3.7%	\$55.61	\$48.92	-12.0%	25,626	22,978	-10.3%	33,263	35,154	5.7%
Graham	78.6%	N/A		\$71.86	N/A		\$56.50	N/A		9,189	N/A		11,687	N/A	
Greenlee		N/A			N/A			N/A			N/A			N/A	
La Paz		N/A			N/A			N/A			N/A			N/A	
Maricopa	64.8%	58.5%	-9.7%	\$114.58	\$116.91	2.0%	\$74.23	\$68.40	-7.9%	1,025,687	956,533	-6.7%	1,583,170	1,634,940	3.3%
Mohave	61.2%	58.8%	-4.0%	\$75.87	\$76.59	0.9%	\$46.45	\$45.02	-3.1%	80,594	77,025	-4.4%	131,657	131,037	-0.5%
Navajo	70.2%	68.1%	-2.9%	\$66.06	\$70.52	6.8%	\$46.38	\$48.06	3.6%	70,435	68,359	-2.9%	100,316	100,316	0.0%
Pima	64.2%	60.5%	-5.7%	\$94.26	\$100.03	6.1%	\$60.50	\$60.56	0.1%	302,359	292,457	-3.3%	471,076	483,073	2.5%
Pinal	62.4%	59.3%	-4.9%	\$70.15	\$74.70	6.5%	\$43.78	\$44.31	1.2%	28,185	28,448	0.9%	45,167	47,957	6.2%
Santa Cruz	70.3%	67.1%	-4.6%	\$71.43	\$73.25	2.6%	\$50.20	\$49.14	-2.1%	20,894	19,942	-4.6%	29,729	29,729	0.0%
Yavapai	75.5%	72.4%	-4.2%	\$128.50	\$134.04	4.3%	\$97.06	\$96.98	-0.1%	105,905	103,530	-2.2%	140,213	143,096	2.1%
Yuma	56.9%	54.5%	-4.2%	\$73.34	\$71.41	-2.6%	\$41.75	\$38.96	-6.7%	48,722	55,364	13.6%	85,591	101,494	18.6%

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County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change
Apache	56.0%	56.7%	1.1%	\$66.94	\$72.73	8.7%	\$37.51	\$41.23	9.9%	83,949	84,910	1.1%	149,792	149,792	0.0%
Cochise	79.4%	73.4%	-7.6%	\$62.94	\$68.61	9.0%	\$50.00	\$50.38	0.8%	304,552	310,870	2.1%	383,330	423,340	10.4%
Coconino	55.8%	56.7%	1.6%	\$75.55	\$79.59	5.3%	\$42.14	\$45.10	7.0%	866,669	885,585	2.2%	1,553,857	1,562,913	0.6%
Gila	73.5%	64.9%	-11.6%	\$67.63	\$70.53	4.3%	\$49.69	\$45.79	-7.8%	119,042	111,172	-6.6%	162,023	171,234	5.7%
Graham	82.4%	N/A		\$70.89	N/A		\$58.39	N/A		46,889	N/A		56,927	N/A	
Greenlee		N/A			N/A			N/A			N/A			N/A	
La Paz		N/A			N/A			N/A			N/A			N/A	
Maricopa	76.1%	69.8%	-8.3%	\$142.64	\$151.16	6.0%	\$108.50	\$105.46	-2.8%	5,856,365	5,537,245	-5.4%	7,698,986	7,936,643	3.1%
Mohave	60.0%	60.2%	0.4%	\$73.52	\$72.42	-1.5%	\$44.09	\$43.63	-1.0%	384,582	384,863	0.1%	641,297	638,897	-0.4%
Navajo	58.6%	61.5%	4.9%	\$58.16	\$61.36	5.5%	\$34.10	\$37.75	10.7%	286,530	300,620	4.9%	488,636	488,636	0.0%
Pima	74.2%	69.4%	-6.5%	\$116.31	\$118.42	1.8%	\$86.31	\$82.18	-4.8%	1,702,637	1,627,848	-4.4%	2,294,596	2,345,658	2.2%
Pinal	74.3%	71.3%	-3.9%	\$84.27	\$88.51	5.0%	\$62.57	\$63.14	0.9%	163,364	158,940	-2.7%	220,007	222,797	1.3%
Santa Cruz	75.9%	69.9%	-7.8%	\$72.63	\$74.27	2.2%	\$55.09	\$51.92	-5.8%	109,839	101,243	-7.8%	144,809	144,809	0.0%
Yavapai	68.3%	65.5%	-4.2%	\$121.88	\$125.41	2.9%	\$83.29	\$82.10	-1.4%	465,976	456,024	-2.1%	681,904	696,596	2.2%
Yuma	76.7%	68.1%	-11.2%	\$81.36	\$81.45	0.1%	\$62.41	\$55.47	-11.1%	313,412	332,013	5.9%	408,541	487,534	19.3%

n/a= not available

\* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.